



Online Resources User Guide

2010 edition

Amadeus – Business Insights – Business Monitor Online – Business Source Complete – Datamonitor/Marketline – Datastream – EconLit – Emerald – Factiva – Forrester – Freedonia – Frost – Global Market Information Database – IMD World Competitiveness Online – ISI Emerging Markets – Journals Finder – Mintel – OECDiLibrary - Online Catalogue – ProQuest – Psychological Resources – Science Direct - Social Sciences Citation Index - Thomson ONE Banker Analytics – Thomson Research



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February 2010

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General Information

Location & Opening Hours

The Information Center can be found in Bellerive 32, on the ground floor. The opening hours are as follows:

Monday – Friday : 08.30 – 18.00

N.B. During official holidays this schedule is subject to change.

Information Desk

The Information Desk provides assistance for research, loans, training and demonstrations during opening hours to all people on campus. For any help, please contact us at the Infodesk:

infodesk@imd.ch
Tel +41 21 618 0366
Fax +41 21 618 0631
Internal: 4366

Inter-Library Loans

If you require a publication, book or article, that is not available in the Information Center, we can order it from another library.

Staff: Please complete the ***Inter Library Loan*** form on the intranet, found under ***Ordering Systems***.

MBA participants: Please complete the ***Inter Library Loan*** form on the MBA programme portal.

Other participants: Please contact illrequest@imd.ch giving all information available to trace the document.

Book Ordering

Staff only: For all book orders, be they course materials, research, faculty requests, please use the ***Book Order Form*** on the intranet, found under ***Ordering Systems***. Please allow plenty of time for delivery, and specify a deadline to ensure that you receive the book on time.

Book recommendations

If you would like to recommend a title to be placed in the Information Center, then please do not hesitate to send your suggestions to infodesk@imd.ch and we will consider them.

IMD Bookstore

IMD Books showcases books published by IMD Faculty and Research Fellows/Associates. You can inspect or buy these books at the Information Center during opening hours. Payments can only be made by credit card - all major credit cards are accepted. Regrettably we cannot take orders or make deliveries. A list of the books available can be found at <http://www.imd.ch/research/publications/books/>

Introduction to Research

Overview

This page is to give you an overview of which databases to use depending on the type of information you wish to find. Remember, this is only a guide and you might find information on your chosen topic in other databases.

Articles & News

- Proquest
- Business Source Complete
- Emerald
- Factiva
- EconLit
- Psychological Resources
- Science Direct

Using the above databases, you can use subjects and keywords to help you find information. Be imaginative with keywords. If you find very little, try and think of other words that describes what you want.

If you would like to check whether or not you can access the full text of a journal, be it electronic or hard copy, please use the **Journals Finder**.

Country Information

- Business Monitor Online
- Business Source Complete
- Datamonitor/Marketline
- Factiva
- Global Market Information Database
- IMD World Competitiveness Online
- ISI Emerging Markets
- OECDiLibrary
- Proquest

Also, check the *Countries* section that can be found under the **Selected websites** section on the Research Tools page of our Internet website.

<http://www.imd.ch/research/information/toolsandtips/Selected-Websites.cfm>

Company Information

- Amadeus
- Business Monitor Online
- Business Source Complete
- Datamonitor/Marketline
- Datastream
- Emerald
- Factiva
- ISI Emerging Markets
- Proquest
- Thomson One Banker
- Thomson Research

Don't forget to also check the companies Annual Reports. More and more companies now have a link to their annual reports online on the Investor Relations pages.

Industry Information & Market Research

- Business Insights
- Business Monitor Online
- Business Source Complete
- Datamonitor/Marketline (MBIC)
- Emerald
- Factiva
- Forrester
- Freedonia
- Frost
- Global Market Information Database
- ISI Emerging Markets
- Mintel
- OECDiLibrary
- Proquest
- Thomson Research

If your program has asked for Industry research to be made for you, you will find them listed on your Program Portal. Alternatively look out for organizations such as OECD & the EU.

Remember also the **Selected websites** section on the Research Tools page of our Internet website.

<http://www.imd.ch/research/information/toolsandtips/Selected-Websites.cfm>

Hints and tips

1. Plan your research carefully. Think about different words to describe what you want.
2. This is only a guide, sometimes the information you need might be on another database from another section. Make sure to check all resources before giving in. Doing research can sometimes take quite a while.
3. Don't forget the paper resources in the Information Center. You can see what is available by checking the **Catalogue**.

Training courses can be held on demand, either in groups or individually. If you would be interested in this service, or need any further help, then do not hesitate in contacting the Infodesk

infodesk@imd.ch

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Amadeus

Overview

Amadeus contains detailed financial information on over 250,000 public and private companies in 32 European countries.

Type of information

- **Company information** (Financial information)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Amadeus** then click on **Direct access to: Amadeus** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Amadeus**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Amadeus**.

B. Searching

1. Upon entering the Amadeus database, you must select from the left margin, either **Quick Search** or the **Expert Search**. Quick Search is ideal for basic searches; for example if you need quick information on a company. The Expert Search will be illustrated in this User Guide.
2. The advantage of the **Expert Search** is that you can narrow your search by combining one or more criteria such as the company name, the country or the industry.
3. Click, for example, on **Company Name**. Enter a company name, or part of it in the space provided. Click on . A list of company names will appear showing companies matching the text entered. Highlight the companies you require and click on  to move them to the companies selected area. Click on  to verify your selection.
4. You may now expand your search, for example by choosing an industry. Click **Industry** from the list in the left margin. Be sure to click on **Text Search** unless you know the industry codes of the industry you are looking for (NACE for example). Codes are groups by major industry sector. To select your criteria, enter one or more words separated by AND or OR and click on .
5. The **Search summary** screen will appear showing the criteria used and the options to continue your search or display the search results.
6. The first column **Step Result** details the number of companies on the entire database to meet the individual step. The second column **Search Result** details the number of companies that satisfy the criteria for all the search steps specified up to that point.
7. You may use Boolean operators (AND, NOT, OR) to further combine the selective criteria from the search summary. If asked, click on  to display the results of your search.

C. Displaying Results

1. At any time during a search it is possible to display the full list of the companies matching the search criteria by clicking on  **List**.
2. If you would like to display full company reports for any selected companies, click the  **Company Report** button.
3. To run a segmentation, a statistical and or peer analysis, click the  **Analyses** button.
4. If you want to return to the last search or begin a new search, click the  **Search** button.
5. In the company list, you can look at a default peer group by clicking the  button. To view an executive report, click the  button.
6. The first four buttons - **HOME**, **PREVIOUS 25**, **NEXT 25** and **END**- at the left bottom of the screen, enable you to navigate the list.
7. You may sort your search using the  button shown in the lower box.
8. Information can be customized by selecting the  **Format** button.
9. By clicking the  **Delete** button, you can abandon the search.

D. Marking and Saving

1. At any time during a search it is possible to display the full list of the companies matching your search criteria by clicking on  **List**.
2. Any sequence of search steps can be saved and reused at a later date. This allows you to constantly monitor companies that meet your search criteria. To save a search strategy, select  **Save a search** button at the bottom of the screen. You can also  **Save a file**. It will place a file in the location you specify on your computer.
3. To load the saved search strategy select **Load a search** from the list of search criteria, locate the name of the search strategy from the list presented, or **Load a file** to select one you have saved on your computer or network.
4. By clicking the  **Peer Group** button at the bottom of the screen, you can save the list of companies as a peer group.

E. Printing

You have several possibilities: click on  **Print** to print your search results, click on  **Send to** to send a report by e-mail or click on  **Export** to export a document or a graph.

F. Hints and Tips

1. It is advisable to plan your search before you start in order to retrieve the most relevant data efficiently.
2. Don't forget to use the online help screen offered at all stages throughout the database.
3. The database focuses on European companies, so if you want data on non-European companies, choose the database **Thomson Analytics**.
4. If you have any problems using this database please contact the Infodesk: infodesk@imd.ch

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Business Insights

Overview

Business Insights provides detailed analysis and forecasts on several industries. Each report offers detailed analyses of major markets, examines the market dynamics, assesses the relative strengths and weaknesses of the key players, and provides forecasts for market size, growth, and composition.

Types of information

- **Industry information** (Industry reports: Banking, Beverages, Consumer goods, Energy, Financial services, Food, Healthcare, Information technology, Insurance, Pharmaceutical, Utilities)

A. Getting started

1. **On Campus** : Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Business Insights** then click on **Direct access to: Business Insights** at the top of the description.
2. **Participants off campus** : Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Business Insights**.
3. **IMD personnel**: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Business Insights**.

B. Searching

There are three ways in which you can search this database:

- **select** one of the industries listed in the “List reports by industry”
- **type** your chosen topic in the search box at the top left hand-side



- **click** one recently viewed report

C. Displaying results

1. The way in which the reports are displayed depends on how you have searched the database.
2. If you have selected one of the five industry topics, the results are published with the latest reports appearing first. Click on the title to display all the information related to the report.

In the **Report view tab**, you have different options :



-> In **Browse & Search** you can open every single chapter separately.

-> In **Figures**, you have a direct access to all the figures that you can download and copy directly in Word or PowerPoint files.

-> In **Tables**, you have a direct access to all the tables that you download directly in Word or Excel.

-> The **Split Screen** tab allows you to display two screens and play with them.

-> The **Translate** tab gives a translation tools from English into German, Spanish, French, Italian, Portuguese, Russian, Chinese, Japanese and Korean.

-> Click on the **PDF** tab to download the whole report.

-> The **Cut your own** gives you the opportunity to select parts of the report and download them directly into Word, Excel, PowerPoint or Acrobat.

3. If you have searched the database by using the search box, you will get a list with the **Most relevant report sections**. On the right hand-side, you also have the list of the **Reports with the most matches**.

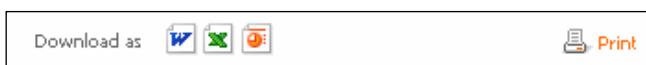
Use the left hand-side menu to modify your search or chose a specific feature or industry.

The screenshot shows a search interface with the following fields:

- Include: innovation
- Exclude: (empty)
- Search tips: (link)
- Search in:
 - Any section type
 - Figures
 - Tables
 - Headings
 - Quotes
 - Bullet Points
- Healthcare (dropdown)
- Any age (dropdown)
- REFINE (button)

D. Marking and Saving

1. The simplest way to save a report is to use the **PDF** tab and download the whole report.
2. You can also save chapters and sections :
-> in the **Browse and Search** tab, when you click on the title of a chapter or a section and it has been displayed, you have the printing and saving options at the top of the page.



-> when you use the **Cut your own** tab and a chapter or a section is displayed.

3. **Figures** and **tables** can also be saved and printed very easily when there are displayed in the corresponding tabs.
4. In **Your personal library** tab, you can create your own account and manage your library of reports. It is useful to save your search results for your future reference or to share with someone else.

Then, when you **Cut your own report**, you can mark the sections you are interested in keeping and save them into your personal library by using the **Save** button.



E. Printing

The printing options are the same as the saving ones. The whole document can be printed out of the pdf file and part of the documents or figures and tables can also be easily printed after having been displayed in the corresponding tab.

F. Hints and tips

1. On Business Insights home page you will find a 5 minute tutorial.
2. If necessary, do not forget to use the help icons  on the top tabs menu.
3. Some reports are not available with the IMD subscription. There is a red closed book in front of the report's title.
 [Fighting Private Label](#)
Growth drivers, brand defence strategies
and market opportunities
4. If you have any problems using this databases please contact the Infodesk:
infodesk@imd.ch

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Business Monitor Online

Overview

Business Monitor Online provides financial, economic and political developments and news analysis on 175 countries worldwide, backed by in-depth country analyses in eleven key industry sectors along with forecasts, risk ratings and regulatory information.

Types of information

- **Company information** (Company profiles, News)
- **Country information** (Country profiles, Economy, Emerging markets, News)
- **Industry information** (Industry reports: Automotive, Banking, Beverages, Consumer goods, Defence and security, Energy, Financial services, Food, Healthcare, Information technology, Insurance, Petrochemical, Pharmaceutical, Telecommunication, Transport, Utilities)

A. Getting started

1. **On Campus:** Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Business Monitor Online** then click on **Direct access to: Business Monitor Online** at the top of the description.
2. **Participants off campus:** Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Business Monitor Online**.
3. **IMD personnel:** Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Business Monitor Online**.

B. Searching

You can search BMO by the following two methods:

1. From the **My Service** page, perform a menu-driven search by selecting either the a service from the left drop-down menu, e.g. Country Risk, Financial Markets, Company Intelligence, or select an industry sector. This will gain you access to all data in the selected service; or you can search by selecting a region and then a country of interest from the drop-down list at the top.
2. Use the **Search** box (or the **Advanced search** link) on the right top of the screen by entering keywords.

The screenshot shows the Business Monitor Online homepage. At the top, there is a navigation bar with links for 'My Account Manager' and 'Logout'. On the right, there is a search bar with a 'Search' button and an 'Advanced Search' link. Below the search bar, there is a 'Country Risk & Macroeconomic Forecasting' banner featuring a globe and a clock. The main content area has a 'Service drop-down menu' on the left, which is currently expanded to show categories like 'Country Risk', 'Financial Markets', 'Company Intelligence', and 'Autos'. To the right of the menu, there is a 'Geography drop-down menu' with a list of regions: Africa, Asia, Caribbean, Europe, Latin America, Middle East, and North America. Below the menu, there is a 'Available Exports' section showing a report for 'Country India'. At the bottom, there are three columns: 'BRI REPORTS' (with links to 'Automotive' and 'Quarterly Reports with 5 Year Forecasts for 52 countries'), 'DATA & FORECASTS' (with links to 'Company Profiles Database' and 'Access to 65,000 company profiles'), and 'ALERTS & ANALYSIS' (with links to 'Latest Daily Business Environment News and Analysis').

Service drop-down menu

Click here for Advanced search

Geography drop-down menu

Please find below a description of what you will find in the different categories:

- **Country Risk** provides in-depth analysis on each country included in the database and it is divided into three sections: *Political Risk*, *Economics*, and *Business Environment*. The sub-categories within each section vary depending on your choice of geography. For comprehensive coverage, use also Related Content links at the bottom of the report pages.
- **Financial Markets** provides analysis about the Fixed Income, Equities, Forex, Funds, Financial Markets Data and Commodities
- **Company Intelligence Service** comprises a fully searchable database of 500+ multinational companies' profiles and their global network of subsidiaries augmented with screening capabilities.
- **Industry service** provides in-depth coverage of the following 16 industries across the 50 leading markets: Autos, Chemicals, Commercial Banking, Defense & Security, Food & Drink, Freight Transport, Information Technology, Infrastructure, Insurance, Mining, Oil & Gas, Petrochemicals, Pharmaceuticals & Healthcare, Power, Telecommunications, and Tourism. The country selection and the number of countries researched within the industry sector vary for different industry sectors.
- **BMI reports** allows to search directly the subscribed reports by searching by Geography and then by Service

C. Displaying Results

Depending of the criteria, the results will be displayed as an html document on the page only or with the link to the PDF at the bottom of the page.

D. Marking and Saving

1. This database does not permit you to mark records.
2. The documents are displayed in html format but you can also open the relating PDF document. You can save this PDF document. If no PDF is available please use the Save option of your browser.

E. Printing

1. To print reports: click the  icon from the top of the page or use the Print function from your browser menu.
2. To compare/export data: click on the  icon.

F. Hints and tips

1. Do not forget to click on the  icon to learn about a specific page.
2. If you have any problems using this databases please contact the Infodesk:
infodesk@imd.ch
Tel +41 21 618 0366
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Business Source Complete

Overview

Business Source Complete provides access to more than 1'200 journals in full-text covering all areas of business. It contains the Harvard Business Review, California Management Review and other important journals. Also offers access to industry and market research reports from Datamonitor and country reports from EIU, Countrywatch and Business Monitor. This subscription also includes access to the databases: Regional Business News, Lista, EJS E-journals.

Type of information

- **Company information** (Features Articles, Company profiles)
- **Country information** (Country Profiles)
- **Industry information** (Features articles)
- **Business and Management Literature** (Academic articles)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Business Source Complete** then click on **Direct access to: Business Source Complete** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Business Source Complete** and then choose EBSCOhost Web. Select **Business Source Complete** and click on 
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Business Source Complete** and then choose EBSCOhost Web. Select **Business Source Complete** and click on 

B. Searching

Using the **Basic Search** screen, type your keyword(s) in the **Find** box. Unless the keywords form a phrase, you should use the word **and** to separate the words.

You may limit your search using the options shown in the lower box. For example: **Scholarly (Peer Reviewed) Journals** only, or **Publication** if you know the title of the publication.

Using the **Advanced Search** screen, you can limit each word and/or phrase of your search using the field selectors and Boolean Operators. As for the basic search, the narrower you make your search terms the fewer and more accurate results you will obtain.

Don't forget to use the **Thesaurus** to help you find the right keyword.

You may review your **Search History**, revise it and build on it further at any time. Click on **Search History/Alerts**, then point and click on the **View Results** button and your list of results will be displayed.

C. Displaying Results

1. The list of results is displayed in sets of ten. You may scroll through the pages using the **Previous** or **Next** buttons at the bottom of the screen.
2. By rolling over the small icon next to the title of the article , you will get a summary of the bibliographic details and the beginning of the abstract.
3. By clicking on the article title, you will obtain the bibliographic data in full along with the complete abstract. To go back, use the **Result List** button instead of the **Back** button from your navigator.

- Above this data there will be a list of the different formats available for this particular article. You can click on the format, for example PDF Full Text and the article will be displayed as it appears in the paper journal.

D. Marking, Saving and RSS Feeds

- You may select articles from the results list by clicking on **Add to folder** to add them to a folder. You may click on the right-hand side on **Go to: Folder View** at any time to display the contents.
- From the folder you may save all the articles at once by selecting them and by clicking .
- Select the save options you would prefer and then click on the button **Save**.
- Business Source Complete will then display the articles and instruct you how to save them using the buttons on the browser toolbar. **N.B. This is not for .PDF format**.
- To save a .pdf, click on the option PDF Full Text from the results list. The article will be displayed and can be saved using the icon on the Adobe toolbar (NOT the browser toolbar).
- You can create an **RSS feed** on a specific request by clicking on button at the top of the results list.

All Results: 1-10 of 9269 Page: 1 2 3 4 5 Next

Sort by: Date Add (1-10)

Alert / Save / Share »

Results for: SU marketing and SU brand

Create RSS Feed

Create an alert

Add search to folder

Create RSS Feed

Permalink

http://search.ebscohost.com

BOOKMARK

- By clicking on the link **“Alert/Save/Share”** you will be able to create an alert (email), save your search, create an RSS feed as well as sharing the permanent link to your request.
- Within the “Publications” tab, you may also create an RSS feed specifically for one journal. Enter the name of the journal and use the button

E. Printing

- From the results list: By clicking on an article title, the article will be displayed. Click on and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
- From your folder: Click on and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
- From the Adobe screen when viewing a .pdf: Click on the printer icon from the Adobe toolbar and select the printer from the ones offered.

F. Hints and Tips

- If your results are not what you expect, try and use synonyms eg. car/automobile/vehicle.
- Be as specific as you can with your keywords and only start to broaden your terms if you get few results.
- Don't forget to use the online help screen offered at all stages throughout the database.
- Avoid using the back button on the browser unless told to do so. Always use the **Back** offered by Business Source Complete, this will avoid any loss of data.
- The database is American, so be careful of spellings and terminology.
- When looking at a particular article, or your folder list, you have the option to email the results to yourself. Click on and complete the fields shown on the screen.
- If you have any problems using this database please contact the Infodesk Infodesk@imd.ch

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Datamonitor / Marketline

Overview

Datamonitor / Marketline uses published desk research and secondary data sources to create Company, Industry and Country Profiles.

This collection includes: 2'500 market research reports, 20'000 company profiles, 2500 company SWOT analyses, 60 country profiles, 50 industry lists, news and comment, financial deals.

Types of information

- **Company information** (Company profiles, History)
- **Country Information** (Country profiles, Economy)
- **Industry Information** (Industry reports: Aerospace and defence, Agriculture, Automotive, Business and consumer services, Chemicals, Construction and real Estate, Consumer packaged goods, Energy and Utilities, Environmental and Waste Management Services, Financial services, General Business, Government and Non-Profit Organisations, Industrial Goods and Machinery, Leisure and Arts, Media, Metals and Mining, Paper and Packaging, Pharmaceuticals and Healthcare, Retailing, Technology and Communications, Textiles, Transport and Logistics, Wholesale)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Datamonitor/Marketline** then click on **Direct access to: Datamonitor/Marketline** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Datamonitor/Marketline**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Datamonitor/Marketline**.

B. Searching

1. There are two ways to find a report, either by using the browse feature or by using the search engine within the database.
2. Browsing: The browse feature allows you to see the names of the companies, countries and industries, which are represented in the database. Simply click on one of the three browse options which are offered on the homepage to access the listings.

 [BROWSE ALL INDUSTRIES INFORMATION](#)

 [BROWSE ALL COMPANIES INFORMATION](#)

 [BROWSE ALL COUNTRIES INFORMATION](#)

3. For a straightforward view of all industries and sectors use the [Click here](#) link on the homepage or the [Find Information](#) tab.
4. Searching: Enter a keyword in the **SEARCH OUR PRODUCTS** window and click on  or [Go](#). The results of the search will be displayed.
5. You may refine these results by type, date, industry or geography, using the menu on the left.
6. Use the tools and databases menu on the right of the homepage to access information on financial deals, demographic and economic indicators and consumer markets data.

C. Displaying results

1. To display an industry report, simply click on the title.
2. For the company profiles, click on  **View the full profile** to see the report displayed section by section in html. Use the menu on the left to see the full html report. Choose  **Download the full profile** to download the full PDF version.
3. For the country profiles, click on  to download the full report. Use  to access the Base Drivers Database, which permits you to search and compare economic and demographic indicators for over 200 countries and about 50 regions.

D. Marking and Saving

1. This database does not permit you to mark records.
2. To save a PDF report you should choose the “save a copy” option in the file tab, and then choose where you would like to save it. Remember to choose an appropriate file name.

E. Printing

1. To print a full PDF report, click the  icon from the top of the report.
2. To print a section of an html report, use the  icon from your browser toolbar.

F. Hints and tips

1. Please remember that these reports are not the full Datamonitor reports.
2. If you have any problems using this database please contact the Infodesk.

Infodesk@imd.ch

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Datasream

Overview

Datasream provides current and historical financial statistics. It covers historical U.S. and international stock index data, exchange rates, interest rates, warrant and commodity data, economic data, bonds, equities, company accounts.

Types of information

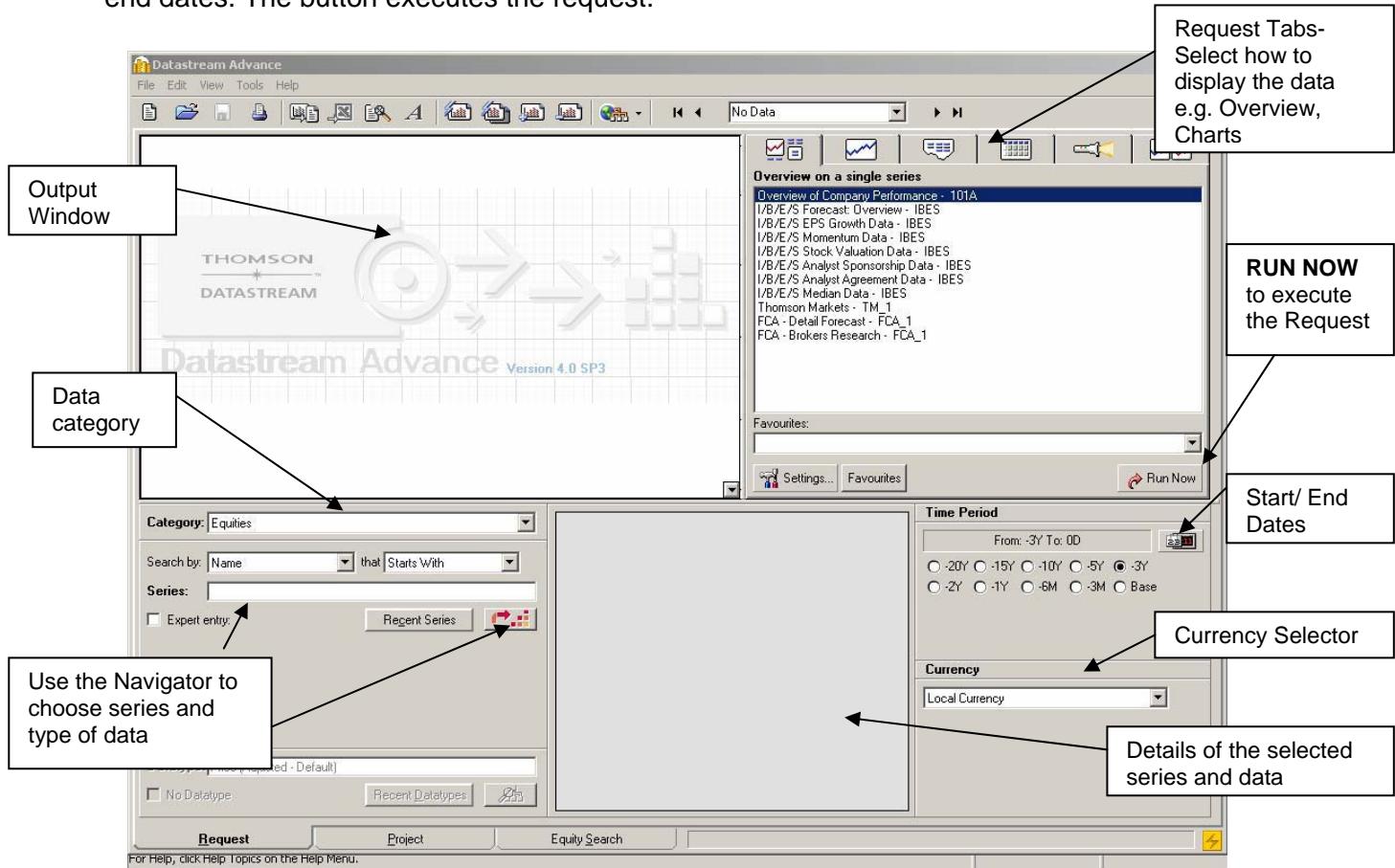
- Company Information (Financial information)

A. Getting started

1. On Campus : This database can only be accessed from the **Information Center**.
2. You do not have access to Datasream from your program portal, the Intranet or the Online Databases section in the Info Center homepage.
3. Please ask the person at the Infodesk to log you on to Datasream.

B. Searching

The **Advance** interface is illustrated below. This window allows the user to select the series that they are interested in, followed by the format that the data is to be displayed in. Further adjustments can be made by altering the particular type of data viewed as well as the start and end dates. The button executes the request.



Equities	Equity indices
	Constituent lists
	Unit trusts
	Investment trusts
	Bonds & convertibles
	Bond indices
	Warrants
	Economics
	Exchange rates
	Interest rates
	Futures
	Options
	Commodities

To select another series category to search through hover over the  button

Enter as many criteria as you require. To carry out a wildcard search change the Starts With" option to "Contains"

Select SEARCH to retrieve your results

UCI UCTS Drilldown Help Browse

Datastream Navigator
THOMSON DATASTREAM NAVIGATOR Series Search UCI UCTS Drilldown Help Browse HELP Back

Equities

Criteria [Retrieve Results](#) [News](#) [Search](#) Displayed Results 20

NAME StartsWith [+](#) [-](#)

DS MNEMONIC StartsWith [+](#) [-](#)

DS CODE StartsWith [+](#) [-](#)

MARKET [+](#) [-](#) [...](#)

BASE DATE StartsWith [+](#) [-](#)

CURRENCY [+](#) [-](#) [...](#)

PRIMARY QUOTE All No Yes

ADJUSTED PRICES All No Yes

STATUS All Active Dead Suspended

EXCHANGE [+](#) [-](#) [...](#)

SEDOL StartsWith [+](#) [-](#)

ISIN StartsWith [+](#) [-](#)

LOCAL CODE StartsWith [+](#) [-](#)

IBES TICKER StartsWith [+](#) [-](#)

[Criteria](#) [Retrieve Results](#) [Reset All Criteria](#)

If needed the Thomson Help Desk will be happy answer your requests.
Please don't hesitate to call : 044 225 1838

Links to find-UCI - User Created Indices UCTS - User Created Time Series Drilldown and Help Browse offer a logical search

Reset All Criteria

Search Operators
Where more than one value is entered for the following fields...

NAME
DS MNEMONIC
DS CODE
BASE DATE
SEDOL
ISIN
LOCAL CODE
IBES TICKER

you can choose to show results that match all criteria (AND) or any criteria (OR).

Use AND Searching
 Use OR Searching

Use the  button to view options specific to selected criteria

Equities > Exchange

find Exchange that [Contains](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#)

Description	Code
Abidjan	ABJ
Alberta	ALB
American	ASE
Amman	AMM
Amsterdam	AMS
Amsterdam Unlisted	XAO
Antwerp	ANT
Athens	ATH
Australian	ASX

EconLit

Overview

EconLit, the American Economic Association's database, provides access to bibliographic information and abstracts of articles in all fields of economics. EconLit also uses the JEL (Journal of Economic Literature) classification system and controlled vocabulary of keywords to index six types of records: journal articles, books, collective volume articles, dissertations, working papers, and full text book reviews from the Journal of Economic Literature.

Type of information

- **Company information** (Featured articles)
- **Industry information** (Featured articles)
- **Business and Management Literature** (Academic articles)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **EconLit** then click on **Direct access to: EconLit** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **EconLit** and then choose EBSCOhost Web.
Select **EconLit** and click on **Continue**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **EconLit** and then choose EBSCOhost Web.
Select **EconLit** and click on **Continue**.

B. Searching

1. Using the **Basic Search** screen, type your keyword(s) in the **Find** box. Unless the keywords form a phrase, you should use the word **and** to separate the words.
You may limit your results using the options shown in the lower box. For example: **Published Date** or **Publication Type**, etc.
2. Using the **Advanced Search** screen, you can limit each word and/or phrase of your search using the field selectors and Boolean Operators. As for the basic search, the narrower you make your search terms the fewer and more accurate results you will obtain. Once you have the lists of results, you can narrow it by selecting the **Source Types**, for example: **Journal Articles, Book/Monographs, Working Papers** etc.
3. You may review your **Search History**, revise it and build on it further at any time. Click on **Search History/Alerts**, then point and click on the **View Results** button and your list of results will be displayed.

C. Displaying Results

1. The list of results is displayed in sets of ten. You may scroll through the pages using the **Previous** or **Next** buttons at the bottom of the screen.
2. By rolling over the small icon next to the title of the article , you will get a summary of the bibliographic details and the beginning of the abstract
3. By clicking on the article title, you will obtain all the bibliographic data for the article along with a short abstract. To go back, use the **Result List** button instead of the **Back** button from your navigator.

- Above this data there will be a list of the different formats available for this particular article. You can click on the format, for example PDF Full Text and the article will be displayed as it appears in the paper journal.

D. Marking, Saving and RSS Feeds

- You may select articles from the results list by clicking on Add to folder to add them to a folder. You may click on the right-hand side on Go to: Folder View at any time to display the contents.
- From the folder you may save all the articles at once by selecting them and by clicking .
- Select the save options you would prefer and then click on the button **Save**.
- EconLit will then display the articles and instruct you how to save them using the buttons on the browser toolbar. **N.B. This is not for .PDF format.**
- To save a .pdf, click on the option PDF Full Text from the results list. The article will be displayed and can be saved using the icon on the Adobe toolbar (NOT the browser toolbar).
- You can create an **RSS feed** on a specific request by clicking on button at the top of the results list.

All Results: 1-10 of 9269 Page: 1 2 3 4 5 Next Sort by: Date Add (1-10)

Results for: SU marketing and SU brand Alert / Save / Share »

Create RSS Feed

Date Add (1-10)

Alert / Save / Share »

Create RSS Feed

Permalink http://search.ebscohost.com

BOOKMARK

- By clicking on the link **“Alert/Save/Share”** you will be able to create an alert (email), save your search, create an RSS field feed as well as sharing the permanent link to your request.

E. Printing

- From the results list: By clicking on an article title, the article will be displayed. Click on and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
- From your folder: Click on and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
- From the Adobe screen when viewing a .pdf: Click on the printer icon from the Adobe toolbar and select the printer from the ones offered.

F. Hints and Tips

- If your results are not what you expect, try and use synonyms eg. car/automobile/vehicle.
- Be as specific as you can with your keywords and only start to broaden your terms if you get few results.
- Don't forget to use the online help screen offered at all stages throughout the database.
- Avoid using the back button on the browser unless told to do so. Always use the **Back** offered by EconLit, this will avoid any loss of data.
- The database is American, so be careful of spellings and terminology.
- When looking at a particular article, or your folder list, you have the option to email the results to yourself. Click on and complete the fields shown on the screen.
- If you have any problems using this database please contact the Infodesk

Infodesk@imd.ch

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Emerald

Overview

Emerald publishes more than 160 journal titles in the management fields of marketing, human resources and organizational development, library & information management, quality and operations management. Contains Management Decision, European Journal of Marketing, Journal of Documentation, Leadership and Organisation Development Journal, Journal of Consumer Marketing and the TQM Magazine to name a few.

Types of information

- **Company information** (Features articles)
- **Industry information** (Features articles)
- **Business and Management Literature** (Academic articles)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Emerald** then click on **Direct access to: Emerald** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Emerald**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Emerald**.

B. Searching

1. **Emerald** opens with the **Quick search** screen. You may simply enter a search term and select content such as *All content*, *Journals*, *Books*, *Bibliographic Databases*, or *Site pages*. Then you may refine by choosing matching *all* or *phrase*, and limit to *All content* or *My subscribed content*. To be sure to get the full text, click on **My subscribed content**. If you click on **All content**, you will get also those to which we do not have access, and these will be only references.
2. To access **Advanced search**, click on **Search&Browse** (left hand-side of the page), then **Advanced search**. Advanced Search enables you to be more specific on where Emerald should look for your search terms. For example, you may combine search fields such as **Publication Title**, **Author**, etc. You may limit your search to **Items published** between two specific dates. When you are happy with your selection click on **Search**.

C. Displaying results

Once you have submitted your search, Emerald will present you with the articles that match your search. The results are divided into different types of content. Each type of content has its own result list. To display an article choose a format html or PDF. The  indicates that you do not have access to full text.

D. Marking and Saving

1. To save a .pdf article, click on **View PDF**.
2. To save an html article, click **View HTML**

E. Printing

1. To print the .pdf click on the **Printer icon** on the Adobe toolbar and choose your printer.
2. To print the html format, click on the **Print icon** on your browser and choose your printer.

F. Hints and tips

1. You can **Modify search** and then to re-run a previous search, click on the link within your **Search history** (at the bottom of the page).
2. The **Saved search alerts** service enables you after each search to be given the option of adding it to your alert profile. Each time new articles are added to the database, you will be sent the brief citations of any new articles that match your search criteria. When you've completed your search, click on **Save search**. You will be prompted with a username and password. Register and then name your alert and click on **Add**.
3. Under the section **My profile**, you can also choose the **TOC (Table of Contents) alerts** that will e-mail you the contents page of any chosen journal whenever the latest issue becomes available online
4. If necessary, do not forget to use the **Brief guides to...** at the right top of the page which presents all the various possibilities in Emerald.
5. If you have any problems using this database please contact the Infodesk
infodesk@imd.ch
Tel +41 21 618 0366
Fax +41 21 618 0631

Factiva

Overview

Factiva provides access to global news and business information, including local newspapers, same-day newswires, company reports, and media programs. It provides company information including market data and competitors and it contains sources from 118 countries in 22 languages such as Dow Jones and Reuters Newswires, Financial Times and The Wall Street Journal.

Types of information

- **Company information** (Company profiles, Features articles, Financial information, History, News)
- **Country information** (Country profiles, Emerging markets, News)
- **Industry information** (Features articles, News)
- **Business and Management Literature** (Academic articles)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Factiva** then click on **Direct access to: Factiva** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Factiva**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Factiva**.

B. Searching

We will focus on two ways of searching Factiva. Firstly by making a company search and secondly by using Factiva's intelligent indexing.

1. In order to quickly pull together financial data, current news and any other relevant content related to a publicly traded company on a single page you should click on **Companies/markets** and then **Company**. You should enter as much of the name as you know or use a valid US ticker or Reuters instrument code (RIC). Once you have input your given criteria you should click on . If you have searched by company name, a list of matching companies is displayed and this will include any subsidiaries. You should now click on the company of your choice and a company overview will be displayed.
2. Factiva intelligent indexing will allow you to receive only those items that mention a company, industry, region or subject in a meaningful way. On the search screen, select from one or more of these indexing categories **source**, **company**, **subject**, **industry**, **region**, **language** or **look up**. Scroll through the list or use the search box and then click on the term you want applied to your search. Click the  for expand the categories. Add the terms to the search using the **And / Or / Not** buttons. The terms you have selected will also appear in the **Free Text** box (and then highlighted in the results list) if you click on . You can use the **Free Text** box with any words and by using operators to narrow the search. For ex., use **HL=management**, if you want the word management to be in the headlines of the texts selected for results. For other searching terms, see [Examples](#) (upper left hand).

3. The custom search fields will allow you to filter content in a number of different ways. Select the drop-down menu Date to select a given date or date range. The default search Language is English, but you may search all languages simultaneously by clicking on  and then by selecting All Languages. Other filters like search for free-text terms (full text, headline...), republished news, recurring prices and market data, obituaries can also be used to limit the number of results you receive. Once your selection made, click on .

C. Displaying results

1. If you have made a company quick search you should click on your chosen company and the company overview will be displayed.
2. If you have made a search using Factiva's intelligent indexing, then you will arrive at a screen where the results of your search will appear. To view content you should click on the article title or from the results list, check the box next to your chosen article. **Click** on  and your selected articles will be displayed in the browser window.
3. Selecting  to display documents in Rich Text Format. You will be asked whether you would like to **open the file or save it to your computer**.
4. To email your results, select your chosen article(s) and click . Enter an email address and your own address in the **reply-to e-mail address** field. You can also add a message of up to 1000 characters. Click on **Send**.
5. To simply save your chosen article(s) click on . A new browser window will open containing all the articles that selected. Use the commands from the browser toolbar to save them.

D. Printing

When you have selected the article(s) that you wish to print, click on . A new browser window will open containing all the articles that selected. Use the commands from the browser toolbar to print them.

E. Hints and tips

1. This document highlights the two principle ways of searching Factiva. There are numerous other features that can be employed to make a search. For further information you can either contact the Infodesk or go to Factiva's website and print off one of the user manuals or even better take one of the interactive courses which they offer on their site.
2. When you make a search start broad and then use the filters for more focus.
3. If you have any problems using this database please contact the Infodesk infodesk@imd.ch

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Forrester

Overview

Forrester provides in-depth market research reports with a focus on emerging technologies.

Types of information

- **Industry information** (Industry reports: Aerospace and defence, Automotive, Banking, Computing, Electronics, Financial services, Healthcare, Information technology, Insurance, Logistics, Media, Pharmaceutical, Retailing, Telecommunication, Transport, Travel and Tourism).

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Forrester** then click on **Direct access to: Forrester** at the top of the description. If you have already registered then click on the Forrester link and move to the **Searching** section below.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Forrester**. Click on **First Time Users** and follow the instructions for registration.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Forrester**. Click on **First Time Users** and follow the instructions for registration.

My Forrester page: You will only need to register once. Once you have completed the registration, the first page you will reach is your personalized **My Account** page. With this page you will be able to use **My Research Bookmarks** and you will have the possibility to save your searches with **My Research Alerts folder**.

B. Searching

1. After logging in to Forrester, you may simply enter a keyword in the research box field on the top right of the page and then click **Search**

2. Using the **Browse Research** option from the top menu, you may select an appropriate topic to match your subject area. (e.g. **Technology, Industry, Date, Analyst or Special Collections.**)
3. Using the menu on the left, you can narrow your search results by entering a new keyword in the search box, or by refining the search using the options given.

C. Displaying results

1. In Forrester, there are two main ways of displaying your results. By clicking on the title of the report, you may view it as an html document in the web browser.
2. By clicking on **PDF**, a pdf version of the report will open in the web browser.
3. By clicking on **Briefcase**, you can download a zip file of the pdf, PowerPoint, and Excel files for all the figures within a report.

D. Saving and Printing

Forrester offers two formats: html and pdf.

There are several ways to **download or print a PDF**:

1. Go to the document on our site and click "PDF" on the left navigation bar. The file will automatically open in Acrobat Reader. Once it's open, choose "Print" from the "File" menu. You can also save the file on your hard drive. If you have trouble saving or printing the file, you can right-click the "PDF" link and choose "Save Target As" or "Print Target" in Microsoft Internet Explorer or "Save Link As" or "Print Link As" in Netscape Navigator. If the Briefcase option is offered, then you are able to download a zip file of the report. This is usually offered when there are other files within the report, such as Excel or PowerPoint files.
From your Personal View, click "PDF" beside each document title and follow the instructions above.
2. If viewing the **Printer-friendly HTML** version, then click **File** and **Print** from the browser toolbar, or click the printer icon on the button bar.
3. If viewing a pdf version of the report, use the printer icon on the Adobe toolbar.

E. Bookmarks, Alerts and RSS Feeds

1. Forrester's Research Bookmarks let you build a personal collection of research. Just click **Bookmark This Page** when you are reading any of the documents. The report will be added to your Research Bookmarks and can be accessed easily in the future.
2. Your Research Bookmarks are listed in alphabetical order by title. If you create folders to organize your bookmarked research, they will appear below the main Bookmarks list.
3. At the top of the results list, you have the possibility to either create an alert (you will receive an email when new research is published that matches your settings email) or an RSS feed.

Results for: **web 2.0** ([Remove](#))

Track research using these terms: [Create a Research Alert](#) [Create an RSS Feed](#)

F. Hints and tips

1. Do not forget to use the online help screen offered at all stages throughout the database.
2. Do not be afraid to browse the research if your brief is quite broad.
3. If you have any problems using this database please contact the Infodesk.

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Freedonia

Overview

Freedonia provides an assessment of an industry and includes product and market forecasts, industry trends, threats and opportunities, competitive strategies, market share determinations and company profiles. It contains over 250 reports covering 18 industry sectors.

Types of information

- **Industry information** (Industry reports: Agriculture, Automotive, Beverages, Chemical, Construction, Consumer goods, Cosmetics, Electronics, Energy, Food, Healthcare, Machinery, Metal, mineral and mining, Paper and packaging, Printing and publishing, Petrochemical, Pharmaceutical, Textile, Tobacco, Transport)

A. Getting started

1. **On Campus:** Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Freedonia** then click on **Direct access to: Freedonia** at the top of the description.
2. **Participant off Campus:** Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Freedonia**.
3. **IMD personnel:** Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Freedonia**.

B. Searching

1. You may **browse** the content from the list of different industries given on the welcome page. **Click** on the category most suited to your chosen industry.
2. You may use the **Search Box** to do a full text search.
3. You can also click on [**Search Reports**](#) at the bottom of the page. This leads to a search function that currently only supports title searches.

C. Displaying results

1. Whichever of the searches you perform, you will always be shown a results list of suitable reports.
2. You can immediately click on **View** and the full report will be displayed.
3. If you would like further information, **click** on the report title, a short description of the report will be displayed.
4. You may then click on [!\[\]\(95487cb98150b6022acc6e203cda2591_img.jpg\) View PDF](#) from this screen to view the complete report.
The reports will be displayed using Adobe acrobat.

D. Saving

To save your chosen report, **click** the **Save a Copy** button from the Adobe Acrobat toolbar, or go to **File** and **Save**.

E. Printing

To print your chosen report, **click** the **Printer** button from the Adobe Acrobat toolbar, or go to **File** and **Print**.

F. Hints and tips

1. Please be aware that some of the documents are very long, and you might like to change your printer settings to maybe double-sided, reduced size or maybe just print a selection of pages.
2. If you have any problems using this database please contact the Infodesk

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Frost.com

Overview

Frost & Sullivan offers detailed market analysis on a number of key industries. In particular these reports focus on growth opportunities, market research and technical insights.

Type of information

- **Industry information** (Industry reports: Aerospace and defence, Automotive, Beverages, Chemical, Computing, Construction, Consumer goods, Cosmetics, Defence and security, Electronics, Energy, Food, Healthcare, Information technology, Logistics, Machinery, Paper and packaging, Petrochemical, Pharmaceutical, Telecommunication, Textile, Transport, Utilities)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Frost** then click on **Direct access to: Frost** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Frost**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Frost**.

B. Searching

1. To start your search you should select **RESEARCH FINDER**, which you will find on the right hand side of the screen. Go straight to this facility and click **GO**.
2. There are two ways to find a report: **BROWSE CATEGORIES** or **ADVANCED SEARCH**.
3. **BROWSE CATEGORIES** allows you to click through the complete 3 level hierarchy of market sectors so that you are shown all content available within a specific area. This is a fast way to browse the research by sector and by date.
4. **ADVANCED SEARCH** allows you to perform a keyword search of the contents of the entire database with a range of filters to narrow the results you receive.

C. Displaying results

1. In the search results,  denotes a full Market Research Report and  denotes a short Market Insight Article.
2. Click on the report title. There are two ways to view all the chapters within a report. Either click on **VIEW FULL TOC** or click on the headings listed under **TABLE OF CONTENTS** to use the navigate report facility.
3. You will see a **NAVIGATE REPORT LINK** at the top of the report content. Clicking on this reveals a new panel that allows you to move to any page of the report directly. Select the page you want to read, and then click **GO**. You can click from page to page using **NEXT** and **PREV**.

D. Marking and Saving

1. It is not possible to save the entire report in one go. You can however save each page individually by selecting the text, copying it and then pasting it into a word document.
2. It is possible to mark the report. You do this by selecting the report and then clicking on **ADD TO YOUR FOLDER**.

E. Printing

It is not possible to print the entire report in one go. It should be noted that some of these reports have as many as 400 pages. You can print page by page, and by going to file and then by selecting print.

F. Hints and tips

1. Please remember that these reports are very long.
2. Reports can be saved or printed, but only page-by-page.
3. If you have any problems using this database please contact the Infodesk

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Global Market Information Database

Overview

Global Market Information Database provides integrated access to statistics, market reports, company profiles and information resources. It contains over 200 country reports, over 4000 market research reports, and profiles from over 3000 of the world's leading consumer goods companies.

Types of information

- **Country information** (Economy, Emerging markets, Statistics)
- **Industry information** (Industry reports: Aerospace and defence, Beverages, Computing, Consumer goods, Cosmetics, Electronics, Food, Healthcare, Household appliance, Household care, Information technology, Insurance, Leisure, Machinery, Media, Metal, mineral and mining, Paper and packaging, Printing and publishing, Retailing, Textile, Tobacco, Toys, Travel and tourism, Utilities)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Global Market Information Database** then click on **Direct access to: Global Market Information Database** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Global Market Information Database**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Global Market Information Database**.

B. Searching

There are three ways to search the database. Use the **menu search**, the **text search** or the **browse options**.

1. Menu search. Search using **Category** and **Geography** trees. First choose the menus for Category. The menus are expandable by clicking [+]. Just click on the terms you want from the menus and click on or use the **Find Category** box. In the menu the following symbols indicate what content is available for different categories/sub-categories:

 Statistics  Reports  Comment  Information Sources

Then click  and select the menus for **Geography**. The selected menus can be removed on the right-hand in the **Selected Items**. Then click on 

2. Text search. You can whether use the **Quick Text Search** or **Advanced Text Search**. Enter your keywords in the boxes. You can run a combined search using **AND, OR, NOT**.

3. Browse. Use the **Browse analysis** menu or navigation bar on the top of your screen for quick access to the latest research for Industries, Countries, Consumers, Companies, Geographies (individual countries or regions).

On the displayed page you will find on the left-hand a selection of categories to refine or modify your search. In the middle and on the right-hand you will find Headlines, Key trends and Latest Reports on the subject.

C. Displaying Results

1. The quickest way to display results is to click on the  icon next to the document you want to retrieve in the upper left-hand box.
2. You can also build a selection, filter your results by geography, category or title or review your selections.

Once you have selected the document, it will be displayed with a table of contents on the left-hand and related information on the right-hand.

To retrieve the whole report click on the  icon.

If you want to go back to the results list, use the  or  to modify the search.

On a statistic result page, you can also show chart for statistics  and enhance your statistics sheet with different selections, **Time series**, **Categories**, **Geographies** etc.

D. Marking, saving and printing

1. A variety of display options are available to you depending on the type of search you have made.
2. From the right-hand menu, icons are displayed which enable you to either,  **save to my research**,  **print**,  **export to Adobe PDF**,  **export to Microsoft Word**,  **export to Microsoft Excel**,  **export to Microsoft Excel with layout**.

E. Hints and tips

1. You can return to your home page from anywhere in the site by clicking the **My Home** link

[My Home >](#)
2. You can create your own user profile to access personalised features including saving your research on the home page by clicking **Personalise this site**
3. Previously saved searches can be retrieved from  on the upper right-hand menu bar.
4. Don't forget to use the  menu (at the right top of every page). You can access a complete **User guide** for GMID. On the home page, you can also click on **Getting started** to have a quick tour of the site.
5. If you have any problems using this database please contact the Infodesk
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IMD World Competitiveness Online

Overview

The IMD World Competitiveness Online provides a worldwide reference point on the competitiveness of nations, ranking and analyzing how an economy creates and sustains the competitiveness of enterprises. Updated annually, it includes all the data found in IMD's World Competitiveness Yearbook. The information can be easily and rapidly customized and viewed for specific countries or regions, in tables and charts, and downloaded in Excel or PDF.

Types of information

- **Country information** (Country profiles, Statistics)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **IMD World Competitiveness Online** then click on **Direct access to: IMD World Competitiveness Online** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click **IMD World Competitiveness Online**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click **IMD World Competitiveness Online**.

B. Searching & Displaying Results

There are 3 ways to access the information:

- **Country profile** : Allows you to display all the information for one country.

Select your chosen country by clicking on a region of the map and then your chosen country from the menu provided, or simply use the alphabetical drop down menu at the left-hand side of your screen.

1. The **Overall Performance** sheet will be displayed.
2. You may display these results in PDF or Excel format by clicking on the appropriate links at the top right-hand side of your page.
3. If you wanted to investigate a particular factor more, then click on the linked heading

[Overall Competitiveness](#)

4. You can convert these results into a chart by clicking on the **Convert to chart** icon at the bottom of the results. 
5. In addition of the Overall Performance you can also select : **Competitiveness Evolution** and **Strength and Weaknesses**.

- **Criteria** : Allows you to display one criterion for all countries or for your personal selection.

Follow the instruction in the Criteria grey box on the left-hand side :

1. Select a factor name from the orange tab
2. Select a subfactor to display corresponding criteria
3. Select a criterion
4. Select a predefined group of countries or build your own selection

 [Group of countries](#)

5. Choose between time series or latest ranking
6. Press Execute

- **Consolidated rankings** : Allows you to display consolidated rankings or to calculate any personal ranking based on data from World Competitiveness Online.

Follow the instruction in the Criteria grey box on the left-hand side:

1. Select a consolidated level
2. Select a predefined group of countries or build your own selection
» Group of countries
3. Choose between time series or latest ranking
4. Press Execute
5. From the report you can drill down into factors, subfactors and criteria

C. Saving

In every module you can save the information once you have displayed the results in pdf or Excel format.

D. Printing

Once again, in both modules you can print the information once you have displayed the results in pdf or excel

E. Hints and Tips

If you have any problems using this database please contact the Infodesk:

infodesk@imd.ch

Tel +41 21 618 0366

Fax +41 21 618 0631

You may also contact directly the World Competitiveness Center :

wcyonline@imd.ch

Tel +41 21 618 06 83

ISI Emerging Markets

Overview

ISI Emerging Markets delivers information on more than 80 emerging markets through its Emerging Markets Information Service. It aggregates and produces unique content including full-text news articles, financial statements, company information, industry analyses, equity quotes, macroeconomic statistics, and market-specific information.

Types of information

- **Company information** (Analyst reports, News)
- **Country information** (Country profiles, Economy, Emerging markets, News, Statistics)
- **Industry information** (Industry reports: Agriculture, Automotive, Banking, Beverages, Business and professional services, Chemical, Computing, Construction, Cosmetics, Electronics, Energy, Financial services, Food, Healthcare, Household appliances, Information technology, Insurance, Leisure, Machinery, Metal, Mineral and mining, Paper and packaging, Printing and publishing, Petrochemical, Pharmaceutical, Telecommunication, Textile, Tobacco, Transport, Utilities)

A. Getting started

1. **On Campus:** Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **ISI Emerging Markets** then click on **Direct access to: ISI Emerging Markets** at the top of the description.
2. **Participants off campus:** Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **ISI Emerging Markets**.
3. **IMD personnel:** Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **ISI Emerging Markets**.

B. Searching

1. Choose a country within the list to display its homepage.
2. On the country homepage you can select one of the **eight categories** on the navigation bar. These categories are consistent and will appear on every page. To access information from any of the categories, simply click on appropriate tab.



The screenshot shows the EMIS (Emerging Markets Information Service) homepage. At the top, there are links for 'MyISI' and 'EMAIL ALERTS'. On the right, there are links for 'LOGOUT', 'MyAccount', 'Securities.com', 'Contact Support', and 'User Guide'. Below this, the 'EMIS' logo is displayed with the text 'EMERGING MARKETS INFORMATION SERVICE' and 'A PRODUCT OF ISI EMERGING MARKETS'. To the right of the logo is a 'Country' dropdown menu set to 'India'. Next to it is a search bar with a 'Search' button and an 'Advanced Search' link. At the bottom of the page, there is a navigation bar with links for 'Home', 'News', 'Companies', 'Industries', 'Macroeconomics', 'Financial Markets', 'Research', and 'Sources'.

3. To search content across these categories use the **search** or the **advanced search**



C. Displaying results

1. Most documents are displayed in **html** format but sometimes also in **pdf** format, when you see the following icon 
2. Within a list of html documents you can generally mark the documents you are interested in and view them on one page.
After having marked your documents by clicking in the box go down the page and click on **View Selected Articles** or **Select All** if you want to select them all.

D. Marking and Saving

1. The documents in html format can be saved in the same format, by using your browser menu: click on **File**, click on **Save as**.
2. Those documents can also be sent by email, exported to Word or printed, by clicking on the appropriate icon.  **Email**  **Export**  **Print**
3. Some documents, for example the Macroeconomics data, can be exported to excel files  **Export**
4. The documents in pdf format can be saved by using Acrobat facilities.
5. No marking is possible for a future use of the database.

E. Printing

The database provides a printer friendly format. Use your browser menu to print documents. Click on **File** and click on **Print**.

F. Hints and tips

1. For more information, do not hesitate to use the online user guide  **User Guide**.
2. If you have any problems using this database please contact the Infodesk infodesk@imd.ch
Tel +41 21 618 0366
Fax +41 21 618 0631

Journals Finder

Overview

The Journals Finder provides you with a single comprehensive list of full-text periodicals titles to which you have access electronically and includes the references of those journals that we have in hard copy. The databases currently available through the service include Business Source Complete, Proquest (ABI/Inform), Emerald, and Factiva. At the present time Factiva do not permit direct linking to the journal. Users can search for journals by keyword or browse an alphabetical list by title or subject.

A. Getting started

On Campus: Go to www.imd.ch, click on **Research & Knowledge** then **Information Center**, select **Research Tools & Tips** followed by **Journals Finder**.

B. Searching

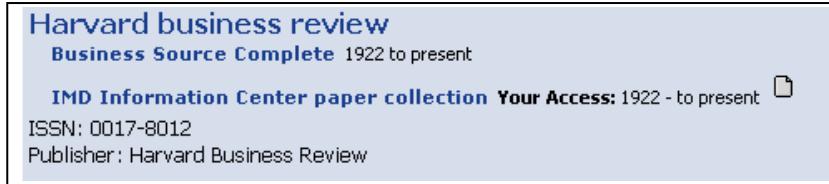
1. Use the **Titles** tab to view to browse a list of titles arranged alphabetically or use the "Find" feature on that page.



2. Use the **Subjects** tab to browse a list of subjects areas covered by the titles in the full text journals collection. Click a subject category to view a list of all titles in that category.
3. Use the **Search** tab to search by title name, publisher name, or ISSN.

C. Displaying results

1. If the title you want is available in several databases or in paper at the Information Center, check the exact availability of it (from when to when).
2. Click on the title which has the suitable availability.



3. If the title is available full text and electronically on **Business Source Complete, Emerald or Proquest (ABI/Inform)**, you will enter the database directly through the journal name. You will be able to search within that journal, putting the name of the article in the search box.
4. If the title is available full text and electronically on **Factiva**, you will only enter the database but you will have to restart a search with the name of the journal or directly with the title of the article.
5. If the title is available full text on paper at the **Information Center**, you will be directed to the Catalogue where you will be able to check whether the issue you need has been received or not and where it is located.

D. Marking and Saving

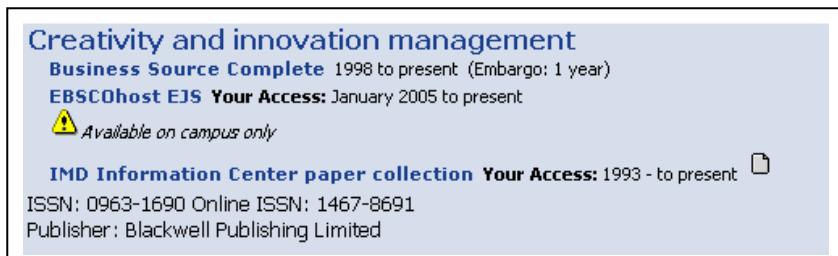
You cannot mark or save any searches on this database.

E. Printing

You may print by simply clicking the **Print Icon** on the browser's button bar, or by going to **File** and **Print** from the tool bar. Select your destination printer.

F. Hints and tips

1. You will use this database to check whether or not you can access the full text of a journal, be it electronic or hard copy
2. You cannot search by articles titles. First you have to search by journal name, then choose the right database, depending of the availability of the journal, and afterwards search by titles.
- 3.



4. Proquest is called ABI/Inform in this database.
5. If you cannot find the journal title you want, please use the Interlibrary Loan form on the Intranet ordering system or send an e-mail to ilrequest@imd.ch
6. If you have any problems using this database please contact the Infodesk infodesk@imd.ch

Tel +41 21 618 0366
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Mintel

Overview

Mintel offers a series of international research reports. Each market research report combines data and analysis of the competitive landscape, market-share analysis and consumer profiles.

Types of information

- **Industry information** (Industry reports: Automotive, Beverages, Consumer goods, Cosmetics, Food, Household appliances, Household care, Leisure, Retailing, Telecommunication, Textile, Tobacco, Toys, Travel and tourism)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Mintel** then click on **Direct access to: Mintel** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Mintel**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Mintel**.

B. Browsing and Searching

1. We subscribe to a package of reports and not to the complete Mintel database. The start page (**reports / my reports**) shows the four main categories to which we have a subscription; their sub-categories; and also the very latest reports.
2. You can browse the reports by clicking on a category. A list of report titles within that subscription will be shown. Click on the report title to list the contents. To view a particular section, just click on the section title.
3. A quick search can be carried out from the **search** box, which can be found at the top right-hand side of the screen. Click on the go button  to search. Advanced search gives you more options, including specifying country.
4. You can return to the start page at any time by going to **reports / my reports**

C. Displaying results

1. When you have identified an interesting report, simply click on the title. This will bring you to the **Report homepage**. The table of contents will now be displayed down the left hand side of the page.
2. From this page, you can download the complete report or just certain sections that interest you. See section D for more details.
3. You can view a particular section by clicking on the section title to display the information. It is possible to move between sections by using the previous and next buttons. Advanced users, who are only interested in specific sections of the reports, can use "export" to save them to your basket or use "export to basket" to save the whole chapter.
4. You can return to the contents page at any time by clicking on **Report homepage**.

D. Marking and Saving

1. From the **Report homepage**, you can download the complete report or just certain sections that interest you. You can mark the sections of interest by checking the boxes at the side of the section title.
2. Under **Download options** you will normally see the options [Download as MS Word compatible file](#) and [Download as MS Word compatible file \(zipped\)](#). Some reports are also available in other formats such as pdf.
3. Follow the on-screen instructions to either **save** or **open** the file. To read a **pdf** document you will require Adobe Acrobat software.
4. If you added items to the basket you can go to **export basket** at the top of the screen. Here you can delete or rearrange sections before downloading them.

E. Printing

1. To print a report, *download* and *open* the document as **.rtf**. Print as normal, using your word processor's print function.
2. The only way to print a whole report directly from the web site is to print each chapter of a report at a time. Click on [Print](#) (under the left hand Options menu) when the required chapter is being viewed.
3. If you download a pdf version of a report, use the print function in Adobe Acrobat.

F. Hints and tips

1. We do not have access to the full range of Mintel reports. By clicking on **reports / my reports** you can see what reports are included in our subscription package.
2. Advanced users, who are only interested in specific sections of the reports, can use "export" to save them to your basket or use "export to basket" to save the whole chapter.
3. It is possible to create your own account. One advantage of this is that everything you export to the basket will be saved for next time.
4. If you have any problems using this database please contact the Infodesk
infodesk@imd.ch
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OECDiLibrary

Overview

OECD's Online Library gives access to books, papers and statistics and is the gateway to OECD's analysis and data. Access is available for titles published from January 1998 onwards. OECDiLibrary cover a variety of economic and social issues including: agriculture and food; development; education and skills; emerging economies; employment; energy; environment and sustainable development; finance and investment; general economics and future studies; governance; industry services and trade; national accounts; nuclear energy; science and information technology; social issues, migration, health; statistics sources and methods; taxation; transition economies; transport; urban, rural and regional development.

Types of information

- **Country information** (Country profiles, Economy, Statistics)
- **Industry information** (Industry reports: Agriculture, Chemical, Energy, Information technology, Telecommunication)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **OECDiLibrary** then click on **Direct access to: OECDiLibrary** at the top of the description.
2. Participants off Campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **OECDiLibrary** and enter the username and password as written below the database's name.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **OECDiLibrary**. When you are off campus, enter the username and password as written below the database's name.

B. Searching

1. For a quick search, enter a term into the **Search box** and click the  button.
2. For an advanced search, click on the link below the Search box. Enter one or more terms or phrases. Select a field to define your search (Title, Authors, ISBN/ISSN/DOI, Title and Abstract, Full text).
3. Limit your search to **particular years**.
4. Select which **section** of OECDiLibrary to search (**Imprints**), in which language(s) and which content types (books, papers, glossaries, statistics or factbook)

5. Select a theme and/or a country
6. Select a **sort option** to display the search results.
7. Click the  button at the top of the search screen.

C. Displaying results

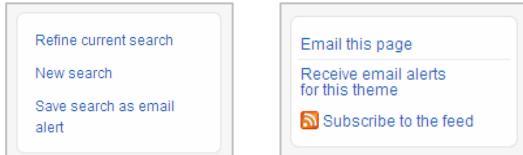
1. The results will be displayed in the browser window.

Sorted by relevance and date. Click on COLUMN HEADING to resort by DATE, TITLE				Hide / Show all Abstracts
Mark	Date	Content type	Title	Previous 1 2 3 4 5 6 7 8 9 ... 32 Next
<input type="checkbox"/>	 18 Mar 2005	Book	Economic Evaluation of Long-Life Pavements: Phase 1 OECD, Pages:: 120	 PDF – 1.09 Mb
<input type="checkbox"/>	 18 Mar 2005	Book	Évaluation économique des chaussées à longue durée de vie: Phase 1 French OECD, Pages:: 128	 PDF – 1.18 Mb

2. Click on the desired title to see the abstract.  means that you have access to this content.
3. Click on  PDF – 1.09 Mb to open the pdf full text

D. Marking, Saving, RSS feeds and Printing

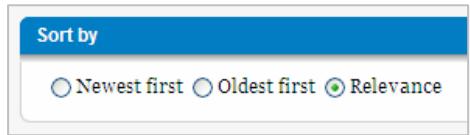
1. To mark a record just tick the titles you are interested in within the results list or the chapters you would like to keep within the document detailed page. Once titles or chapters are ticked, click on  Add to Marked List at the bottom of the page to validate the list.
2. To visualize the marked records click on **My Marked List** at the top of the page.
3. You can display the list in ASCII format for download or email this list or display in HTML for printing.
4. You can not save marked list for another session.
5. You will find the possibility to get email alerts and/or RSS feeds on all results pages in order to get the latest edition of books, journals, white papers, etc. Specific search could be saved as email alerts.



E. Hints and tips

1. You can navigate through the website by choosing a **document type** or by choosing a **theme** or a **country** using the drop-down menu displayed on the homepage.
2. In order to access back issues of periodicals go to the homepage and click on the link **Papers**. You got a list of journal in the left-hand column. Click on the title to get the details.
3. You can create email alerts or RSS feeds to receive the latest issue of a journal.
4. Periodical issues published from January 1998 onwards are available in OECDiLibrary.
5. Note that a publication title may appear more than once since individual books and reports appear in all relevant thematic collections. Also, since 2002 more and more titles are being loaded chapter-by-chapter and each chapter will show as a separate search result.
6. Remember that OECD uses British-English spelling and not US-English, so “labour” and not “labor”, and “organisation” not “organization”.
7. If you have any problems using this database please contact the Infodesk infodesk@imd.ch

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Online Catalogue

Overview

*The online catalogue provides access to the Information Center **paper collections**. It gives you the status of our collections and helps you to find the storage of the documents in the Information Center.*

A. Getting started

You can access the catalogue from the IMD Info Center web page on
www.imd.ch/information/catalogue

B. Searching

The catalogue provides two search modules:

1. **Documents**

The module “Documents” **contains books, reference books, articles, contributions, working papers, research reports etc.**

In this module you have two different levels of searching:

- **simple** search by title, author, publisher, date, keyword (related to our Thesaurus index)
- **advanced** boolean research (or, and, except) with a combination of different criteria

Enter your text in the **Search** field and click on the search button. From the list of documents retrieved, click on the title you want and a complete record will be displayed. Each record will provide you with the **whole bibliographical data** and the **status** (available, on loan, on site consultation only etc.) of the document you are looking for.

2. **Newspapers and Journals**

This module references the **newspapers and journals collections**.

For this search, the catalogue provides the issues numbers we have and the series statement for each journal, you will therefore know what is available on paper in the Info Center.

C. Hints and Tips

1. Do not forget to use the **help** offered at the bottom of each level of research pages.
2. We also have a **New acquisitions section**, it provides a listing of recent documents acquired by the IMD Information Center. The list is available on our website : www.imd.ch/information/catalogue.
3. If you have any problems using this catalogue please contact the Infodesk.
infodesk@imd.ch

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Proquest

Overview

Proquest provides content from thousands of journals that help researchers track business and economic conditions, trends, corporate strategies, management techniques worldwide.

Types of information

- **Company information** (Company profiles, Features articles)
- **Country information** (Country profiles)
- **Industry information** (Features articles)
- **Business and Management Literature** (Academic articles)

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Proquest** then click on **Direct access to: Proquest** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Proquest**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **ProQuest**.

B. Searching

1. **ProQuest** opens with the **Basic Search** screen. You may simply enter a search term in the search field and click 
2. To narrow your search in this module, you can select a particular database from the four listed, or select multiple databases. The date range can also be selected as can full text results only and peer reviewed articles.
3. **Advanced Search** enables you to be more specific on where ProQuest should look for your search terms. For example; **Article Title; Publication Name** etc.
4. **Topic Guide** allows you to find articles by searching an index, or by exploring a hierarchical subject directory. Indexed topics may include subjects, companies, people and locations.
5. **Publication** allows you to type in all or part of a publication title and will show you a list of any publications indexed on ProQuest containing your search term.

C. Displaying results

1. Once you have submitted your search, ProQuest will present you with the articles that match your search. If there is only the title of the article, then you only have access to an abstract;  access to the full-text;  access to full-text and graphics;  access to the .pdf format of the article.
2. For example: Point and click on  to display the article as it appears in the printed journal.
3. By clicking on the journal title, you will also be directed to the full-text of the article, if available, or simply the abstract.

D. Marking, Saving and RSS Feeds

1. You may mark an article either from the list of results by checking the box next to the article, or from the page where the article is displayed.
2. You may save any number of articles to your **Marked List**. Even if you change your search criteria, the **Marked List** stays updated until you decide to remove them.
3. When you have completed your search and marked the records you want, click on the **Marked List** icon at the top of the page. Your selected articles will now be listed.
4. From here you may chose any of the options given on the screen. As you select one of the options, you will be given directions to follow.
5. To save a single article, click on the icons in the titles list (as explained above) or click on the article title.
6. Click **File** and **Save** on your browser toolbar, and chose where you would like the article to be saved.
7. If saving a .pdf of the article, then click on the **disk icon** on the Adobe toolbar.
8. You can create an RSS feed on a specific request by clicking on  button at the top of the results list.

7532 documents found for: SU(marketing) AND SU(brand) » [Refine Search](#) | [Set Up Alert](#)  | [Create RSS Feed](#) 

9. By clicking on the link “Set up Alert” you will be able to create an alert (email).
10. Within the “Publications” tab, you may also create an RSS feed for some journals titles. Enter the name of the journal and click on “Create RSS feed”.

[California Management Review; Berkeley](#)  Full Text: 1987 - 2001 

E. Printing

1. To print from the .pdf display of an article, click on the **Printer icon** on the Adobe toolbar and chose your printer.
2. To print an abstract or a full text article, then click on the button  and use **File** and **Print** from browser toolbar.

F. Emailing an article

By clicking on the  button, you may select an email address to send either one article if you are currently viewing a full text article, or from your Marked List you may email any titles that have been checked.

G. Hints and tips

1. Unless told to do so, try not to use the back button on your browser. If given the option, use the « [Back to Results](#) icon offered by ProQuest.
2. Use the **My Research Summary** to keep track of your research. You can edit the contents of your research or download the information. This list of articles can be downloaded and shared with others for 1 week afterwards. After 1 week, only authorized ProQuest users will be able to access the results
3. If necessary, do not forget to use the icon [Help](#) which you will find on most pages in ProQuest. This will give you immediate help for the stage you have reached.
4. If you have any problems using this database please contact the Infodesk Infodesk@imd.ch

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Psychological Resources

Overview

The Psychological Resources give access to three different databases:

- ***Psychology & Behavioral Sciences Collection*** which provides nearly 575 full text publications, including nearly 550 peer-reviewed titles. This database covers topics such as emotional and behavioral characteristics, psychiatry & psychology, mental processes, anthropology, and observational and experimental methods.

- ***PsycARTICLES***, from the American Psychological Association (APA), which is a definitive source of full-text, peer-reviewed scholarly and scientific articles in psychology. This database covers general psychology as well as specialized, applied, clinical and theoretical research.

- ***PsycINFO***, from the American Psychological Association (APA), contains nearly 2.3 million **citations and summaries** of scholarly journal articles, book chapters, books, and dissertations, all in psychology and related disciplines, dating as far back as the 1800s. 97 percent of the covered material is peer-reviewed.

The database also includes information about the psychological aspects of related fields such as medicine, psychiatry, nursing, sociology, education, pharmacology, physiology, linguistics, anthropology, business, law and others.

Type of information

- ***Business and Management Literature*** (Academic articles, Citations)

A. Getting started

1. ***On Campus:*** Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Psychological Resources** then click on **Direct access to: Psychological Resources** at the top of the description.
2. ***Participants off campus:*** Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Psychological Resources** and then choose **EBSCOhost Psychological Resources**.
3. ***IMD personnel:*** Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Psychological Resources** and then choose **EBSCOhost Psychological Resources**.

B. Searching

1. Select one or several databases and click on **Continue** to enter the database(s). Search options may change depending on which database(s) you choose.
2. Using the **Basic Search** screen, type your keyword(s) in the **Find** box. Unless the keywords form a phrase, you should use the word **and** to separate the words. You may limit your results using the options shown in the lower box. For example: **Published Date**, etc.
3. In the **Advanced Search** screen, the narrower you make your search terms the fewer and more accurate results you will obtain. Once you have the lists of results, you can narrow it by selecting the **Publication Type**, for example: **Encyclopedia**, **Dissertation abstract**, etc...
4. You may review your **Search History**, revise it and build on it further at any time. Click on **Search History/Alerts**, then point and click on the **View Results** button and your list of results will be displayed.

C. Displaying Results

1. The list of results is displayed in sets of ten. You may scroll through the pages using the **Previous** or **Next** buttons at the bottom of the screen.
2. By rolling over the small icon next to the title of the article , you will get a summary of the bibliographic details and the beginning of the abstract.
3. Above this data there will be a list of the different formats available for this particular article. You can click on the format, for example  **PDF Full Text** and the article will be displayed as it appears in the paper journal.

D. Marking, Saving and RSS Feeds

1. You may select articles from the results list by clicking on **Add to folder** to add them to a folder. You may click on the right-hand side on **Go to: Folder View** at any time to display the contents.
2. From the folder you may save all the articles at once by selecting them and by clicking .
3. Select the save options you would prefer and then click on the button **Save**.
4. **The databases** will then display the articles and instruct you how to save them using the buttons on the browser toolbar. **N.B. This is not for .PDF format.**
5. To save a .pdf, click on the option  **PDF Full Text** from the results list. The article will be displayed and can be saved using the  icon on the Adobe toolbar (NOT the browser toolbar).
6. You can create an **RSS feed** on a specific request by clicking on  button at the top of the results list.
7. By clicking on the link **“Alert/Save/Share”** you will be able to create an alert (email), save your search, create an RSS field feed as well as sharing the permanent link to your request.
8. Within the “Publications” tab, you may also create an RSS feed specifically for one journal. Enter the name of the journal and use the  button



E. Printing

1. From the results list: By clicking on an article title, the article will be displayed. Click on  and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
2. From your folder: Click on  and you will be taken to a screen that specifies your selection. Click on **Print** and select the printer from the ones offered.
3. From the Adobe screen when viewing a .pdf: Click on the printer icon from the Adobe toolbar and select the printer from the ones offered.

F. Hints and Tips

1. If your results are not what you expect, try and use synonyms eg. car/automobile/vehicle.
2. Be as specific as you can with your keywords and only start to broaden your terms if you get few results.
3. Avoid using the back button on the browser unless told to do so. Always use the **Back** offered by **Psychological Resources**, this will avoid any loss of data.
4. The database is American, so be careful of spellings and terminology.
5. When looking at a particular article, or your folder list, you have the option to email the results to yourself. Click on  and complete the fields shown on the screen.
6. If you have any problems using this database please contact the Infodesk

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Science Direct

Overview

IMD subscribes to the ScienceDirect Business School edition which provides articles from 140 journals on business, management, accounting, economics, econometrics and finances, and other related fields.

Types of information

- **Business and Management Literature** (Academic articles)

A. Getting started

1. **On Campus:** Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **ScienceDirect** then click on **Direct access to: ScienceDirect** at the top of the description.
2. **Participants off campus:** Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **ScienceDirect**.
3. **IMD personnel:** Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **ScienceDirect**.

B. Searching

1. **ScienceDirect** opens with the **Quick Search** screen. You may simply enter a search term in the search field and click 
2. In this module, you can narrow your search to the content type, a specific journal or the publication date with the left hand side menu.
3. **Advanced Search** enables you to limit the search to the subscribed sources. It also allows being more specific on where ScienceDirect should look for the search terms. For example; **Title; Source Title; Authors** etc. You can also limit your search to a specific type of documents (**Journals; Books or Reference Works**).
4. **Expert Search** is to be used if you are at ease with the Boolean searches.

C. Displaying results

1. Once you have submitted your search, ScienceDirect will present you with the articles that match your search. The articles available in full text are identified with the icon . The icon  shows that only the abstract is available.
2. By clicking on the title, you will reach a page that offers different tools such as citation export, RSS feeds and PDF download.

D. Marking and Saving

1. You may mark an article of the list of results by checking the box next to the article.
2. By clicking on the  Export Citations button you can export in different formats such as Endnote or Refworks.
3. By clicking on the  Download PDFs you are enabled to download in one go all the selected articles, providing they are available in full text.

E. Printing

To print from the .pdf display of an article, click on the **Printer icon** on the Adobe toolbar and choose your printer.

F. Emailing an article

By clicking on the  Email Articles button, you may select an email address to send the citations together with a link to the articles you selected.

G. Hints and tips

1. A free registration is available to create alerts and save searches by using the link available on the top right of the page.
2. If necessary, do not forget to use the  Help tab on the menu. This will give you immediate help for the stage you have reached.
If you have any problems using this database please contact the Infodesk
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Social Sciences Citation Index

Overview

Social Sciences Citation Index provides access to current and retrospective bibliographic information, author abstracts, and cited references found in over 1,700 of the world's leading scholarly social sciences journals covering more than 50 disciplines. This database is part of Web of Science.

Types of information

- **Business and Management Literature (Citations)**

A. Getting started

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Social Sciences Citation Index** then click on **Direct access to: Social Sciences Citation Index** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Social Sciences Citation Index**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Social Sciences Citation Index**

B. Searching

You can search for **topic terms**, **author names**, **publication name**, **title**, **year published** and **author addresses**. In one or more search fields, enter your search. Use wildcard operators to search for plurals and variant spellings.

<i>Wildcard Operators:</i>	* (Asterisk):	represents any group of characters, including no character
	\$ (Dollar Sign):	represents any single character
	? (Question Mark):	represents zero or one character (useful when searching for expressions)

C. Displaying results

The results summary page displays 10 records on each page. You can increase the number to 25 or 50 by selecting an option from the drop-down list at the top of the page.

1. You can also analyze the results you get.
Click  [Analyze Results](#) button on any Summary Results page to go to the Results Analysis page. Select a field to analyze from the drop-down list box.
2. Select the number of records in the set to be analyzed.

Select a display option: - the **top** 10, 25, 50, 100, 250, or 500 results (that is, field values). ; - **Minimum record count**. To be listed in the table, a value must appear in at least the number of records you specify here. For example, if you select Institution Name and set a threshold of 5, then an institution name will be included in the results table if it appears in five or more records.

3. Select a sort option. **Record count** ranks the values from high to low, according to the number of records in which each value appears. **Selected field** sorts the list in ascending alphabetical (A-Z) or numeric (0-9) order.

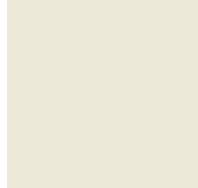
C. Displaying results

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D. Marking and Saving and Printing

On the result summary page, you can mark the articles and then at the top of the page click on



You can also mark a reference on the full record page.

Use the box at the bottom of the page to print, email, save and export to a reference software.

Output Records Step 1: <input checked="" type="radio"/> Selected Records on page <input type="radio"/> All records on page <input type="radio"/> Records <input type="text"/> to <input type="text"/>			Step 2: Authors, Title, Source <input checked="" type="checkbox"/> plus Abstract	Step 3: [How do I export to bibliographic management software?] <input type="button" value="Print"/> <input type="button" value="E-mail"/> <input type="button" value="Add to Marked List"/> <input type="button" value="Save to EndNote Web"/> <input type="button" value="Save to EndNote, RefMan, ProCite"/> <input type="button" value="Save to other Reference Software"/> <input type="button" value="Save"/>
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E. Hints and tips

1. The database only offers abstracts. To check whether an article is available on any other database, please use the **Journals finder** (available in the database list) in which you have to enter the name of the journal. You will be redirected to other databases or to the Information Center collection.
2. You can also use the  link displayed at the top of the search pages.
3. If you have any problems using this database please contact the Infodesk Infodesk@imd.ch

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Thomson ONE Banker - Analytics

Overview

Thomson One Banker contains company and stock market information, covering over 38'000 companies worldwide. Company information includes overviews, financials (reports and charts), and accounting results (standardized to facilitate cross-country comparison) and market data. Includes data from Worldscope (12,000 companies), SEC (28,000 companies), Extel Cards and Edgar. This access also contains Thomson's product M&A Deals which is one of the most extensive and flexible resources available for timely M&A and corporate transactions data.

Types of information

- Company information (Financial information)

A. Getting started

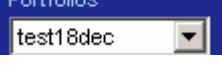
Please note: Firefox, Mozilla or Safari are not supported by this database.

1. On Campus: Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Thomson One Banker** then click on **Direct access to: Thomson One Banker** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Thomson One Banker**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Thomson One Banker**

B. Searching

The Thomson ONE Banker Analytics home page has several categories in the left menu: Company analysis (fillings, financials, etc), Deals analysis.

1. **To find a company**, For a simple company search click on  (top left of the screen) and enter the company's name or for an advanced search click on . In the list of results select a company you will then see a **Company overview** with different boxes and links for more details.
2. **To find filings (annual reports, etc...)**, Under **Company analysis** (menu on the left) click on **Filings**. A Filings list will appear. You can also perform a **Filings search** or check the **Content Profile** for the latest main filings. Click any of the hyper-linked filing names to view the filings.
3. **To create a portfolio**. This gives you the possibility to build a set of companies and create reports on items such as: profitability, performance, liquidity analysis, etc. In the left menu

under Portfolios click on the small arrow  to have access to the portfolio menu. Click on  to create a new portfolio. Search companies by using  and select a company with this icon . Then use the menu **Comparables** to compare your set. The portfolio can be saved and edited.

4. **To use an existing portfolio** : Click the open portfolio icon  in the Portfolios menu. Highlight the desired portfolio, then click on . Use the menu **Comparables** to compare your set.

5. **To search by industry / country / financials**, select  in the menu on the left hand side. A set of tabs appears across the top of the screen.



The tab **Basic Search** allows searching on Profile Criteria, Financial Criteria, and Stock & Earnings Criteria.

The tab **Advanced Search** is used for more in-depth searching for very specific data items.

The **Search Library** contains sections on Regions & Countries, Sectors & Industries, Indexes, U.S. Equity Listings, Analyst Coverage, Analytics, and Investment Styles.

C. Displayed results

1. All the results are displayed on the Content window on the middle of the screen.
2. Click on the different menus on the left of the screen to see more information.
3. In **Company overview** use the hyperlinks in the boxes to see more detailed data.

D. Saving

To download company reports to Excel, use the icon  on the top right of the page.

E. Printing

By clicking on  you can print out every screen containing data. To be sure you have all the data, choose different layout possibilities. For example, landscape orientation or reduce the scale.

F. Hints and tips

1. Thomson One Banker Analytics is a very powerful tool allowing you to customize your research by comparing, changing criteria, etc...
2. The financial data is available from Worldscope, Thomson and SEC.
3. Each selection in the various menus has other options available to assist you in making full use of the database. For example you can change the **Scale**  or the **Currency**  only by clicking on the icons.
4. If you can't find a European company, try our database **Amadeus**.
5. Do not forget the useful online help that you will find at the top right of the screen.  | Product Overview | FAQ | About Us | Support | Training | Help | Logout
6. If you have any problems using this database please contact the **Infodesk** Infodesk@imd.ch

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Thomson Research

Overview

Thomson Research provides in-depth forecasts and analysis based upon research reports from over 980 of the world's leading firms and covering more than 30,000 companies worldwide.

Types of information

- **Company information** (Analyst reports)
- **Industry information** (Analyst reports, Industry reports: Aerospace and defence, Automotive, Banking, Beverages, Chemical, Computing, Construction, Cosmetics, Defence and security, Electronics, Energy, Financial services, Food, Healthcare, Household appliances, Household care, Information technology, Insurance, Leisure, Logistics, Machinery, Media, Metal, mineral and mining, Paper and packaging, Printing and publishing, Petrochemical, Pharmaceutical, Retailing, Telecommunication, Textile, Tobacco, Transport, Travel and tourism, Utilities)

A. Getting started

Please note: Firefox, Mozilla or Safari are not supported by this database.

1. On Campus : Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Thomson Research** then click on **Direct access to: Thomson Research** at the top of the description.
2. Participants off campus: Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Thomson Research**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Thomson Research**.

B. Searching

1. There are two ways of searching: company search and full search. By default you will arrive at the full search interface.
2. The full search allows you to search by company name, industry, region, and there is also a free text box. Users can search using one or more search criteria, example Vodafone (in company window) and France (in the region window). When you have input the name of your company, industry or region you should then click on  , which lies alongside the box. You confirm the company, industry or region by checking the appropriate box and then click on **Include Selected**. The content of your search will now appear in grey box found at the foot of the screen. The free text box can be used to identify keywords or concepts from within the research reports. Once you are satisfied with your search criteria, you should then click on **Search**.
3. The company search is the more basic search. You should select **Company Search** from the tool bar found at the top of the page. There are three ways, in which you can search, by Industry, Ticker or by Company name. Once you have made your selection, you should choose the name of your industry, ticker or company, and then click on  . You can now confirm the exact company that you are looking for, or even select several companies at the same time.

C. Displaying results

1. The list of results is by default displayed in chronological order, with the latest report appearing first in the list. This however can be changed by classing them ascending sequence or they can be sorted by a number of different criteria like author, region, number of pages to name but three. This is done by using the two **drop-down windows** found on the results page.
2. Once you have found a report that is of interest you, should click on the title. It is possible to select several reports for viewing; clicking on the box found alongside each of the reports does this. The back button found just above the toolbar will always allow you to move back to the previous screen if you decide to select another report. When you have made your final selection you should then . With some of the research reports you will find a table of contents (TOC). This will give you and idea of the content of the report. All reports will appear in pdf format.

D. Marking and Saving

1. To save a report you should click on the **disk icon** on the Adobe toolbar, and then choose where you would like to save it. Remember to choose an appropriate file name
2. It is possible by clicking on the **binoculars (Find)** to search for a keyword from within the report.
3. It is also possible to highlight words or paragraphs by clicking on the **Highlight Tool**.

E. Printing

It is important to remember that some of these reports can be very long. To print a report you simply click on the **printer icon** on the Adobe toolbar. You have the option of printing the entire document or just part of it by selecting a range of pages.

F. Hints and tips

1. Before searching always click on the  to make sure that you have selected the correct reference
2. Always check the number of pages of any document you print
3. If you have any problems using this database please contact the Infodesk

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